

Background on Gallup Survey of Employee Engagement (Q12)

Five years ago (mid '80's) The Gallup Organization decided to create a better feedback process for employers large and small: an opinion-based tool that would both release and direct the powers of feedback. The primary goal was to identify and measure the elements of worker engagement that are most powerfully linked to improved business outcomes -- be they sales growth, productivity, customer loyalty, and so forth -- and the generation of value.

To identify the elements of worker engagement, Gallup conducted hundreds of focus groups and many thousands of worker interviews in all kinds of organizations, at all levels, in most industries and in many countries. From these inquiries researchers pinpointed, out of hundreds of variables, 12 key employee expectations that, when satisfied, form the foundation of strong feelings of engagement. The result was a 12-question survey in which employees are asked to rate their response to each question on a scale of one to five.

These are Gallup's 12 questions (Q¹²):

- Do you know what is expected of you at work?
- Do you have the materials and equipment you need to do your work right?
- At work, do you have the opportunity to do what you do best every day?
- In the last seven days, have you received recognition or praise for doing good work?
- Does your supervisor, or someone at work, seem to care about you as a person?
- Is there someone at work who encourages your development?
- At work, do your opinions seem to count?
- Does the mission/purpose of your company make you feel your job is important?
- Are your associates (fellow employees) committed to doing quality work?
- Do you have a best friend at work?
- In the last six months, has someone at work talked to you about your progress?
- In the last year, have you had opportunities at work to learn and grow?

The above background material was extracted from the following website:

<http://gmj.gallup.com/content/?ci+811>.